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Introduction

Hey guys, William Fletcher here and I am excited to bring this training to you. As you might have guessed by now ;) this guide is all about creating amazing content. Content is one of this things that I get so many questions about.

"Hey William, how do I create great content" Hey William How do I create amazing content"

Content...Content...And more content.

This guide is for anyone who wants to put out great content. And if you are an internet marketer (and I'm assuming you are since you bought this guide) knowing how to create amazing content is a huge part of the puzzle.

Why content is so important

Before we get into creating content we need to understand why content is so important.

I think so many people hear that "content is king" but they don't really get the full picture of why content is so important to an online business. In fact, the way that I look at things is that *content is our business*. **Without content we don't have a business.**

And so many people just see content as simple blog posts or articles. But content is a much bigger piece of the puzzle than what is often portrayed. They say content is king and it certainly is but I don't think the people that are preaching that message really even understand the true power behind content.

Content is the products you create - Without content you don't have products to sell to your audience.

Content is the tool build your authority - And what is the #1 reason that most people buy from you? TRUST.

And how do they get that trust?

They get that trust from your content when you display your authority on a topic.

Content is your vehicle for acquiring new customers and leads - This is done through articles, free reports, blog posts, or any other content you are putting out online.

Content is your communication between you and your audience.- Every email that you send to your subscribers on your email list is a form of content. That communication between you and your audience is content.

Content is your tool for building a relationship with your audience - Relationships are what converts your leads into buyers.

So by now you can probably see that content is involved in every aspect of online marketing.

And that is why it is so important.

The impact of writing a lot of content

Having an understanding of how important and the depth in which content impacts our business is huge. It's such an important part of our business and something that needs to be recognized as so.

As we progress we will get into how you can write amazing content for all aspects of your business.

For right now I just want you to think about this...

Where would your business be if you were able to write two short ebooks every month and launch them as products?

Just think about that for second...

If you could write and launch two short ebooks and put them for sale on your website every month how much of an impact would that have on your business? Two products a month for 12 months is 24 products in a year. By the end of this training you will be equipped with the knowledge to write this amount of content every month.

What if instead of writing two shorter ebooks you were to write one really in-depth ebook or training?

Something you could sell as a high dollar item on your website. Something you could sell as a core offer or mid ticket offer.

Maybe your model isn't to sale low dollar products. Maybe your model is to sell higher priced products. You could do that and this content creation method will still work wonders for you. Instead of spreading your content out across multiple books or training you could focus your content creation on building larger packages.

Now lets look at it from a totally different perspective. Maybe you aren't interested in creating and launching your own products. Maybe you are a blogger who is monetizing your efforts via advertisements or affiliate products.

What would be the impact if you were able to write 20,000 to 30,000 words of content to your blog every month? Do you think that would have a big impact on the success of your blog?

Think about the power of adding 30,000 words of content to a blog in your niche every month. That is huge! That could get you some serious results.

And here's the thing.

Most people aren't going to go through the effort to do something this significant. *By doing something like this you could quickly become established in any niche.* That's how powerful it can be.

This type of content production could have a profound impact on your business. I really hope you are starting to wrap your head around the power of creating content like this.

Writing with a purpose

So now that we know the power of content let's get into one of the big mistakes most people make when they set out to create a lot of content online.

Now I could give you the best content creation tips in the world but if you don't go out there and write content with a purpose than none of it will matter.

You need to know why you are creating content. **Your content has to have a purpose.**

Often times with online business most people go out there and start their business without the end goal in mind. They go out there and they start creating a lot of content and don't focus on the big picture. They don't know what their end goal is. This is such a backwards approach.

A prime example of that is how so many people go out and start a blog before they even know what they are selling. They are just start a blog without a purpose.

Think about it this way. If you were going to start an offline business would you just go out there doing work before you knew what your end goal was? Would you do it before you knew how you were going to make money to pay the bills? Absolutely not.

And that is how you have to think about online business.

Your content is the avenue to get customers in front of your offers. Whether this is your own products, affiliate products, or advertisements, it is your avenue to get them in front of your offers. If you don't know what those offers are then why are you creating content?

That is why it is so important to know these things up front.

Before you even think about writing content you need to know your purpose for writing it.

Write now you might be thinking "how do I do this?" It starts with a strategy and is the next thing we will tackle.

Content Creation Strategy

It starts with a content creation strategy.

You have to have this strategy implemented right from the beginning. And I'm going to be blunt here but if you don't know what you are selling or promoting then you are not ready to create content.

You have to think about it this way. What is your business model? What is it that you are offering or promoting?

And once you know that you can take a look at your business from the top down. It starts with your highest level.

- High Ticket Offers
- Core products
- Low ticket products
- Lead magnets

And then comes in your marketing content.

All the pieces of content that you create will feed up into the bigger picture. It will feed into your lead magnets, which feed into your low ticket offers, which feed into your core products, which feed into your high ticket offers.

And right now you may not have all these pieces in place. And that's okay. But knowing what you plan to have in your business model down the road will allow you to create a content creation strategy that keeps those future ideas in mind.

Maybe right now you only have an ebook or two for sale on your website. Or maybe you are only promoting affiliate products at this point.

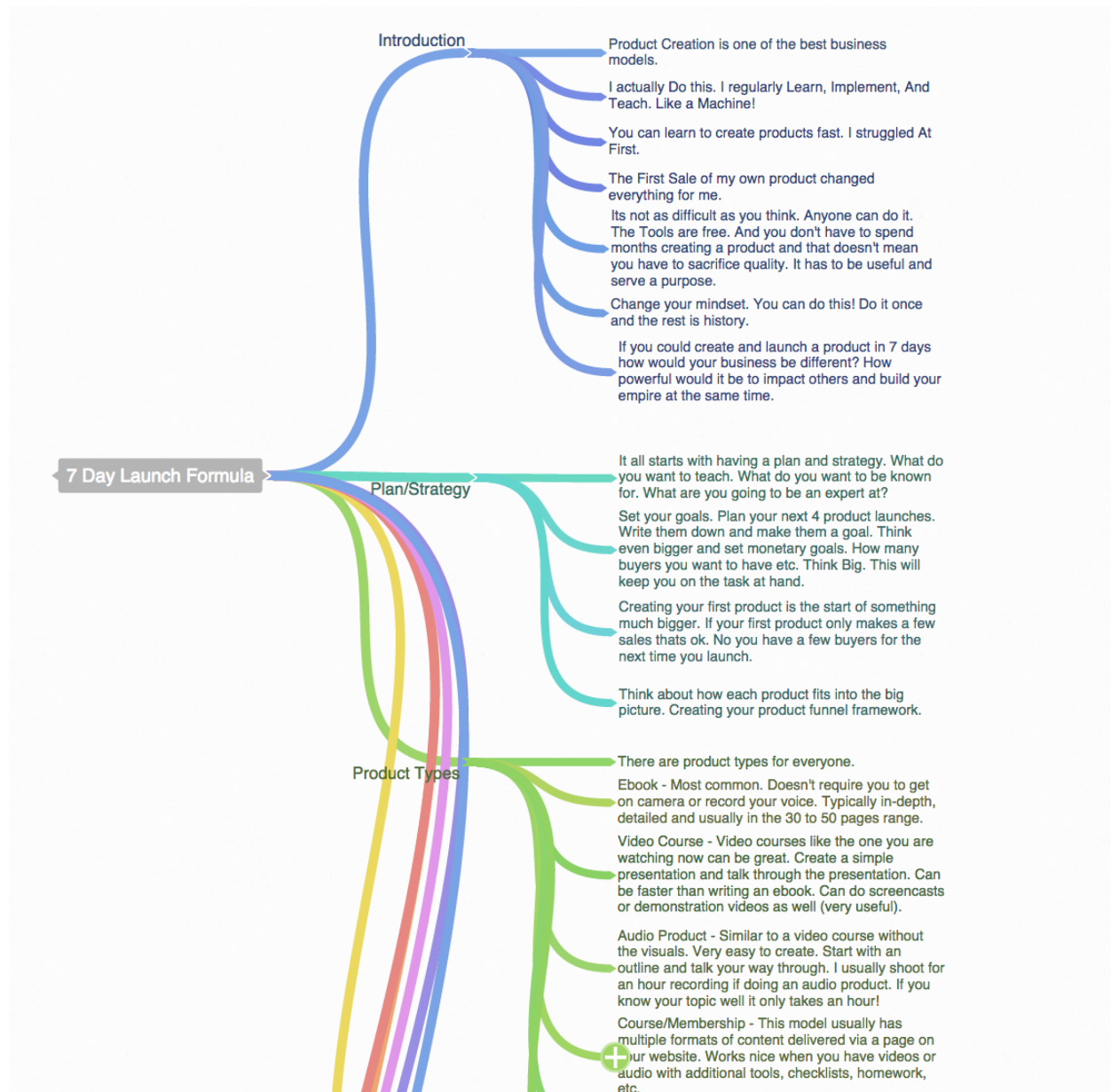
These products and affiliate offers will lead your content creation strategy. This essentially creates your content creation strategy for you as it becomes the driver behind everything that you write.

Brainstorming

We just talked about writing with a purpose and how important it is. When you do things this way you will know exactly what you need to write to get your target audience. Once

you know what your purpose is and why you are creating content the best place to start is with Brainstorming. This can be done on paper, a mindmap, a word doc, etc.

For example, on one of my products I created a massive mindmap brainstorm session for the video training I recorded. It looks like this:



Now this mindmap is actually much bigger than what you see pictured. As you can see the many lines going down that you don't see pictured. That is how many ideas you can get by simply brainstorming your thoughts.

It can be done anyway that you feel most comfortable with. With brainstorming I like to refer to it as a brain dump. You want to get out everything and anything related to your topic and get it all out on paper.

Don't limit yourself to what you put down. At this point you want to brainstorm and put down every idea and possibility you can think of. You want to get everything down. This isn't the time to edit and refine. You will refine these ideas later...for now focus on getting the ideas out and the creativity flowing.

Inspiration to write

Now I want to talk about inspiration. Brainstorming is the first step in getting inspiration to write. As you will have many topics that you can write about.

But I want to give you even more ideas to expand on that. There are a number of places to get a lot of inspiration to create content .

Competitors and Peers

Once you have had your brainstorming session you have a great foundation for the type of content you should be creating. If you want to go out there and get more ideas you could go to the industry leaders in your niche and see what kind of products they are selling, what kind of offers they are promoting, what kind of content they are creating, and more.

This can give you even more ideas for things that you want to create content on.

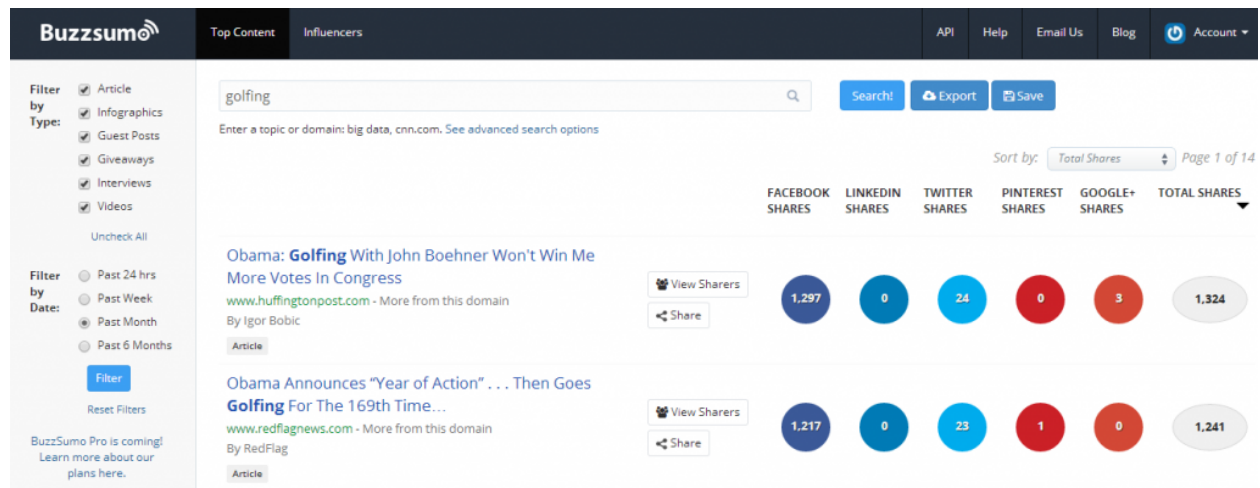
Here is how you find those industry leaders:

Start analyzing with a simple Google search. Searching your keywords will give you an idea of who is ranking for them and how powerful they are.

There is also very cool website buzzsumo.com that lets you search for top content and influencers based on keywords that you type in. They have an algorithm that ranks the content and influencers based on social shares, pagerank, page authority, and more.

This is a great place to look for competitors and influencers in your niche. It can also be a great place to get ideas for content and more. Definitely make a note of this site.

Here is what looking at the top content for the “golfing niche” shows:



Here is what looking at the top influencers for the “golfing niche” shows:

The screenshot shows the Buzzsumo website interface. At the top, there's a navigation bar with 'Top Content' and 'Influencers' tabs. Below this, a search bar contains the word 'golfing'. To the left of the search bar is a filter panel with checkboxes for 'Bloggers', 'Influencers', 'Companies', 'Journalists', and 'Regular People'. Below these are buttons for 'Filter' and 'Reset Filters'. To the right of the search bar are buttons for 'Search!', 'Export', and 'Save'. Below the search bar, there's a table of search results. The table has columns for 'PAGE AUTHORITY', 'PAGE RANK', 'FOLLOWERS', 'RETWEET RATIO', 'REPLY RATIO', and 'AVERAGE RETWEETS'. The results list four profiles: Andy Brown (@andybrowngolf), Andy Brown (@andybrowntyc), patricia hannigan (@golfgirl), and Golfing journalist (@aldunsmuir). Each profile entry includes a profile picture, name, handle, website, a brief bio, and a 'Follow' button. Below each bio is a 'View Links Shared' button.

	PAGE AUTHORITY	PAGE RANK	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
Andy Brown @andybrowngolf TripleYourClients.com Golf guy from http://t.co/sMDtgXVIAx, here to chat about this great game. Living in St Andrews & enjoying every minute!	29	0	10,218	17%	56%	0.4
Andy Brown @andybrowntyc TripleYourClients.com I Help Clinic Owners Attract A Consistent Stream of New Clients. Get Your Free Costly Marketing Mistakes Report on the http://t.co/lqqiFG67Rs HomePage	29	0	10,161	11%	59%	0.1
patricia hannigan @golfgirl thegolfgirl.blogspot.com Author, Speaker, Multimedia Content Developer... working to promote global understanding through sports & social media. #golf	50	4	13,385	17%	3%	0.4
Golfing journalist @aldunsmuir Name: Alistair Dunsmuir Fact: I write about golf Ambition: To write something not already known by 100% of my audience	41	3	13,830	8%	56%	7.9

Another great place to find industry leaders is Alltop.com

When you get there you can either search for keywords or select a particular category you are looking for.

If I were to use the example “Fitness for moms” I would first start by looking in the health category.

This is what it looks like:

WORK
HEALTH
CULTURE
INTERESTS
TECH
PEOPLE
GOOD NEWS
GEOS
SPORTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Hot Topics
New Topics
My Recent Topics
MyAlltop
Holy Kaw

Search

Results

Acne

AIDS

Alzheimer's Disease

Autism

Breastfeeding

Cervical Cancer

Deaf

Eating Disorders

Food Safety

Healthcare

Hospice (Palliative Care)

Infertility

Mayo Clinic

Mental Health

Neuroscience

Organic

Paramedic

Physical Therapy

Raw Foods

Sleep Disorders

Swine Flu

Acupuncture & Acupressure

Alcoholism

Anatomy

Bipolar Disorder

Cancer

Child Healthcare

Diabetes

Environmental Health

Genomics

Hearing Loss

Hospital

Lupus

Melanoma

Multiple Sclerosis

Nutrition

Osteoporosis

Parkinson's Disease

Post-Traumatic Stress Disorder

Recovery

STD

Tourette's Syndrome

Addiction

Allergies

Arthritis

Birth Control

Celiac Disease

CrossFit

Disability

Fibromyalgia

Headache

Heart Disease

Human Papillomavirus

Lyme Disease

Meniere's

Muscular Dystrophy

Occupational Therapy

Ovarian Cancer

Pathology

Pregnancy

Schizophrenia

Strength Training

Weight Loss and Diets

ADHD

Alternative Medicine

Asthma

Breast Cancer

Cerebral Palsy

Cystic Fibrosis

Down Syndrome

Fitness

Health

Hepatitis

Immunization

Malaria

Menopause

National Science Foundation

OCD

Pain

Pharma

Prostate Cancer

Scientific American

Stress

Women's Health

When you click a category it brings up many subtopics like you see above. It is kind of hard to see but I also pointed to a few good subtopics that would be good to look in. In this case I chose the pregnancy category and Women's Health.

Now I can click on either one of those and begin digging around. And you will see as we continue but basically alltop is a content aggregator. So it will go out and find what it considers to be the best content for that particular category.

So I will go ahead and click on Women's Health to see what kind of results I get.

After clicking on that I get this:

Women's Health

MOST TOPULAR STORIES

Fibs Your Doctor Is Fed Up Hearing

Evolution May Explain Why a Curvy Bottom Drives Men Wild

Avoiding neurodegeneration: Nerve cells borrow a trick from

Study compares the cost, benefit of three uterine-conserving

Fewer Multiple Births May Cut Autism Risk in ART Kids

MEDICINENET WOMENS HEALTH GENERAL

Evolution May Explain Why a Curvy Bottom Drives Men Wild

Restraining Order Often Costly for Women

Early Onset Hot Flashes May Point to Raised Heart Disease

ibandronate, Boniva

Low Cancer Risk With Device Used to Remove Fibroids,

WOMEN'S HEALTH / GYNECOLOGY NEWS FROM MEDICAL NEWS TODAY

Study compares the cost, benefit of three uterine-conserving

Men have more complications after total knee, hip

Could a tampon one day help predict endometrial cancer?

Number of births may affect mom's future heart health, UT

Report warns of 'serious health risks' associated with online

OUR BODIES OURSELVES » OUR BODIES, OUR BLOG

Patients Work with Doctors to Make Choices About Care

'She's Beautiful When She's Angry' Celebrates the History of

New Hesperian Book Focuses on Improving Health Through

WEBMD HEALTH CHANNEL - WOMEN

Fibs Your Doctor Is Fed Up Hearing

Angelina Jolie Has Ovaries Removed

Good Sleep Is Key to Good Sex

Early Onset Hot Flashes May Point to Raised Heart Disease

Study Questions Close Monitoring of Thyroid Growths

WOMEN'S HEALTH NEWS -- SCIENCEDAILY

Avoiding neurodegeneration: Nerve cells borrow a trick from

Most women with early-stage breast cancer avoid extensive

Good bone, bad bone: Measuring bone loss, strength

Imaging tests detect coronary artery disease long before it

Women with diabetes more likely to be diagnosed with

MEDSCAPE OB/GYN & WOMEN'S HEALTH HEADLINES

Fewer Multiple Births May Cut Autism Risk in ART Kids

Caution Warranted for Use of Macrolides in Pregnancy

Is Bevacizumab Truly a New Standard in Cervical Cancer?

Menopausal Hormone Therapy and Risk for Ovarian Cancer

Angelina Jolie Has Ovaries Removed in Move Against Cancer

WOMEN'S HEALTH MAGAZINE - FITNESS

What Caused Elizabeth Banks to Have a "Ginormous Giggle

Find the Perfect Shoes for Your Workout

A 5-Move Intro to CrossFit

A Playlist That'll Help You Switch Up Your Workout

And this is just some of the results. It continued on further down the page. This could give you a ton of inspiration for your own content.

Inspiration from other books

Another great place to look for inspiration is in other books. Now obviously this doesn't mean that you want to copy another book but you can use them to get a lot of great ideas. Sometimes even just browsing through books in your niche will spark ideas from just the covers.

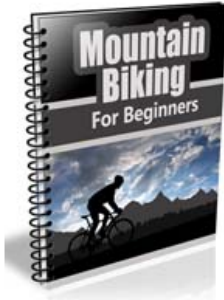
But when a book really catches your eye take a look inside of the table of contents and flip around to see what kind of inspiration and topics you could potentially write about.

Inspiration from PLR table of contents

Another method that I used to get inspiration for writing is PLR websites. And basically PLR is private label rights and this is content that you have the rights to reuse as is in most cases. The site that I use is resell-rights-weekly.com/.

Now I certainly don't directly use any of the content from those products but I use them for inspiration. Although the writing in PLR material isn't typically all that great the topics that the books cover usually are. Taking a look at the topics in the table of contents and what is actually inside PLR books can be a great way to get inspiration to write your own books and create your own products.

Let's say for example you are in the Mountain Biking Niche. You could go in there and find a product on mountain biking to get inspiration from like this one:



Mountain Biking for Beginners

Comes with Private Label Rights!

Added on June 5, 2015

*** Requested By Gold Member ***

Click here to download:

[Mountain Biking for Beginners](#)

filesize: 15.3 MB

Headline: "Are You Ready To Learn Valuable Information, Tips & Techniques That Will Help You Become a Skilled Mountain Biker?"

Comes with a squeeze page? YES

[View Squeeze page Here.](#)

Then we could take a look inside to get some inspiration for our own products or content.

Now that one in particular turned out to be a done for your PLR autoresponder series for the mountain biking niche. In this case you could use the content to generate ideas for your own autoresponder messages or for blog posts, products etc.

For example, with a quick look I found a couple of great topics I could write about like cross country, cyclocross, dirt jumping, downhill, and freeride. And I'm sure I could go through there and find many more ideas.

- Cross country

This type of mountain biking involves riding your bike up and down hills. Although it's the least extreme form of mountain biking, most cross country riders are very fit and go on long rides.

- Cyclo cross

This is a cross between road and mountain biking. These riders have to go over obstacles, cross through rivers, and race on and off the course.

- Dirt jumping

Dirt jumping involves jumping the bike over large man made dirt jumps then doing tricks while they are in the air. These jumps are normally close together so riders can go over six or more jumps in one run, gaining a flow to give them more speed for bigger jumps.

- Downhill

Downhill mountain biking involves racing downhill as fast as possible. This type of riding is very intense and extreme, offering riders the chance for ultimate thrills and excitement.

- Free-ride

Sel

Look at book reviews on Amazon

We just talked about looking at other books for ideas. One of the best and easiest places to do this is on amazon.com. On the site you can go through and search your

niche for books and ebooks and find a ton of great information and potential ideas that could inspire you to write.

Related books on Amazon

Another great thing about Amazon is that they will also list related books so if you are looking for a book on the blogging niche it would list related books on similar topics. And you can click through and keep going around until you get enough topics and things that inspire you to write your own content.

Also when you really nail down a topic or a specific book that you liked on Amazon you can start looking at customer reviews on there. Look for the things that people really like about certain books and the things they didn't like. This can give you some great insight into what you should include in your content and what you should avoid. Customer reviews can give you a ton of valuable information.

Refine Your Content

Once you get all your ideas out on paper it is time to refine things and start formulating those ideas into content ideas. Your brainstorm list is a group of ideas but now you can turn those into compelling content ideas.

These ideas will formulate what you create as products, lead magnets, videos, blog posts, articles and more. Basically you have just done the groundwork for any type of content you will be creating in the future.

At this stage you can really start to formulate your brainstorming session into real ideas you want to write about. At this point what I recommend you do is start a new document somewhere separate from your brainstorming information. I actually keep multiple documents (3 to be precise).

- One for product ideas
- One for Blog content ideas
- And one for email content ideas

I recommend that you do something similar. You may decide to keep all of your ideas in one document but I like to keep things separate

With this setup I have three files that I can go to and get a ton of ideas to create great content. Having this resource is so helpful...especially on the days when you don't have the inspiration or creativity to come up with something to write about.

Some days are going to be great. You will hit the ground running and be full of ideas. Where other days you will struggle to get the words out. Especially when you start creating large amounts of content each day. This list will be very important on the days that you are struggling for ideas.

Having these ideas laid out can allow you to find something to inspire you to write about that day. Or at least give you a direction or place to start even on those days you don't want to write.

How to store your ideas



I keep my idea documents in Google Drive.

If you are not familiar with Google Drive it is basically like an office suite with a word processor, spreadsheets, and more. It is really nice because it is accessible online. Anywhere that you have an internet connection you can have access to all your files. You can get them from your smartphone, your PC, etc. Anywhere you are you can get access to it.

I like to keep all my ideas out there and be able to access them anywhere I want. I even create my products and blog posts on Google Drive. It just makes things super easy.

Obviously you don't have to use Google Drive but I wanted you to be aware of it. If you already have a system set up that you like there is no need to change it.

Layout Your Strategy

At this point you have a purpose for your content, a lot of ideas, now it's all about formulating a strategy for creating your content.

Now, everyone's goal and purpose is going to be different. Some of us might be going out there and creating products from our ideas while others are using them to create blog content. With that in mind you need to know what you are trying to achieve with your content.

Are you creating products to sell to your audience?

Are you writing blog posts to get targeted traffic?

Whatever it is, you need define it at this point.

Once you have that defined you are ready to start creating content and forming a routine for creating that content on a daily basis.

Creating large amounts of content fast

Okay, so how do you create more content than you have ever created before?

It starts with consistency. Consistent effort creates consistent results.

And it starts with forming ***a daily habit of writing.***

I am sure you have heard it before but when you start forming habits it can be really powerful. Even for simple things habits can be a big transformation and produce big results. If you can turn daily writing into a habit and you can get some serious results.

I have become a stickler about writing daily content. This has allowed me to create more training, products, blog posts, and content than I ever have before. I focus so much of my time everyday on writing content because it is that important.

So how do you do it?

Set aside time every day to write. Everyone can find at least 30 minutes of spare time to write. It doesn't matter who you are or how busy you are you can find 30 minutes of your day that you can exchange for writing time. This could be taking away from tv time, Facebook time, video game time, or other activities.

And if you can do more that's even better! When you only have 30 minutes you are limited by how fast you can type but it is a step in the right direction. And if it's only 30 minutes you will still probably be creating more content than you currently are if you aren't writing daily.

When I first started out writing a lot of content it wasn't easy for me. This was certainly a learning process for me. It required me to learn habits and get into a rhythm to write

content everyday and it was something that took a lot of time to develop. But now that I am focused on doing it everyday it has paid huge dividends for me and allowed me to create a lot of products, a lot of content for my website and many other things.

I think back to when I created my first ebook or even the first couple and it was such a drawn out process. I didn't have a system like this in place where I was creating content on a regular basis. It took me such a long time. At that time I wasn't in the habit of writing everyday. It really took way too much time.

I wish I could remember the exact time that I started writing content everyday but one thing that I certainly remember well was that I was able to write a full-fledged 80 page eBook even as a newbie writer. And this wasn't just something I threw together...this was a book I was proud of when it was finished. This was a big accomplishment for me at the time.

Writing something that in-depth, that many pages, in that time frame as a newbie writer was an eyeopening experience for me. It got me thinking just how powerful content creation really is. You see, I wasn't someone out there that was a trained writer or someone who was real familiar with doing it.

This was something that I just formed a habit, got a drive to do it, and I wrote an 80 page eBook in a month. And some of you may already be at that point but a lot of you probably aren't. And what I want you to understand is that even if you are completely new to this. Or someone who is not creating any content right now. **You can certainly do this.**

And then you get faster and faster until you are a content machine!

I know this works because it is exactly what I did.

And it starts with forming that daily habit and making it part of your daily routine.

Even if you are only doing your content writing for 30 minutes a day that compiles over time. And that can give you endless articles, endless emails, and content for products.

Think about it this way. If you write 1,000 words a day that is 30,000 words a month. And you can't tell me that 30,000 words of content on your topic isn't powerful. That could be a product, multiple blog posts, etc. This kind of thing really compiles and builds up.

Right now, you might be thinking whoa....1,000 words a day. There is absolutely no way I can write that much. And you don't have to when you start out.

Start with small goals like 300 words a day and gradually build up to it. When you get to 300 words a day it's easy to stretch it out to 400 or 500 and slowly increase your workload. You can quickly build up to creating a ton of content!

Creating your content

Now lets get into the actual process of creating content. As always, your content starts with your purpose. Even at the lowest level of content such as blog posts you have to ask yourself what is the main goal of writing that content. Often times when I ask people that question this is the response I get:

"I want to write this blog post so people find my website in the search engines and come to my website."

And that is a piece of it. Yes, you want traffic to your website but what do you REALLY want?

What action do you want that traffic to perform when they get to your website? That is your real purpose. So when you write that content you have to have that in mind. All the

time I hear people say "I'm writing content to get traffic." But the real question is why are you trying to get traffic?

You have to think about the end goal. Do you want them to subscribe to your email list? Buy one of your products? Do you want them to become a coaching client?

These are the questions you need to be asking. Whatever your purpose is, you have to have it in mind for every single piece of content you create. Once you have that you are ready to outline your content.

Writing for your audience

What's in it for them. When you write content you have to consciously always be thinking about your audience. You started with your purpose which is the desired action you want them to take but then you have to know why they would want to take that action. As this is what's in it for them.

Maybe you write a blog post that gives them a lot of great content and some actionable steps. But you want them to take the next step and grab your free report. So your end goal is to get them to your free report. In order to do that you have to think about them and their needs. What do they want that is going to get them to give you their email address in exchange for?

Did I say what's in it for them yet? ;)

Connecting with the reader

I have said it before and I will say it again...

Trust is a huge factor in getting someone to take action. Especially when you are trying to sell something to them.

A great way to do this is using stories and real life examples in your content. Writing like this can allow you to get your point across and connect with your readers. It also provides a real life example that they can put in context. When you provide the reader with examples it will be easier for them to put your concepts into practice.

Sometimes it can be difficult taking a theory and putting it into action with no clearly defined examples to learn from. To take things further you can even provide visuals or media that show examples.

Personal experiences will also resonate with a reader who has been through similar experiences. They may have had a rough time with something or encountered defeat. If you have had a similar experience you will connect with your reader.

It works even better when you are able to show them how you were able to conquer or overcome something. This will give them the hope and the confidence they need to succeed. This can be a really great way to engage and build a relationship with your readers.

Displaying confidence and authority in your writing

One of the most important aspects of your content is building your authority. In order to achieve this you are going to need to show confidence in your work and the information that you provide.

It is also very important that you focus on your strengths and present yourself in a positive manner as you write. If you want people to believe in you and follow you then you need to be a charismatic leader. Bring life into your writing, display confidence, and build authority in your niche.

It's very important early on to display confidence even though you may not be the smartest person or most knowledgeable person in your niche. The best way to do this is performing good research and turning that into high quality content. Back that up with high energy, confidence and personality and it will truly enhance your content.

Another part of building authority in your niche is your ability to separate yourself from the competition. Be sure that you're writing captures your personality. Sometimes, it's easy to get caught up on providing the facts and you lose your personality as you write.

Sometimes it helps too read out loud and think of how you would get across your points in a vocal presentation. Don't lose sight of your personality as you write. Remember that it is not always about the technical jargon or the big words that you use. Its about relating to people and their needs. Your personality allows you to do this.

And sometimes..... It's just about being you and engaging with your audience. I do want to address that sometimes it is okay to use technical jargon as it really depends on your target audience. Some niches respond better to technical jargon so take that into consideration. Just make sure that you keep your information understandable for anyone who may be interested in your content as you could potentially drive people away that can't understand the technical jargon in your writing.

How to outline your content

When I wrote the eBook I mentioned earlier one of the things that helped me was my outline. I had my entire book outlined before I even wrote it. An outline can be very helpful. I certainly didn't write that book from front to back. I jumped all around that outline and wrote that book in pieces. And focused my daily content on the things I was inspired to write on each day.

Any piece of content that I create is now outlined. From high-end offers, to products, and even blog posts I always outline my content.

I joke all the time that outlines have become my secret weapon. But to a degree it's true. An outline allows me to create content at a faster rate and ensures that everything I write is complete.

Having an outline gives you a direction for your content. It makes it so easy to just fill in the blanks instead of writing from top to bottom. I have also found that an outline has a psychological impact. It seems to get rid of the fear of writing something big. An outline breaks things into small chunks that seem more easy to accomplish than writing an entire book.

I have also found that outlining makes things easier because you aren't logically trying to put the pieces together as you write. You have already done that part when you created your outline. Your content is already planned and organized nicely. Now you can focus on just the writing aspect and not have to overthink things as you go from one section to the next.

Depending on the type of content you are creating your outlines will look vastly different. If you are putting together a simple blog post you might only have 5 bullet points.

Your main topic, 2 or 3 main points, an intro and conclusion.

But for a product such as the one you are reading I had about 60 different bullet points that I wanted to cover. Everyone outlines different. Some people could probably write a book like this with 10 bullet points. But my brain works differently. I like to have detailed outlines because that's what works for me. And you will find what works best for you.

For your first outline start by making a detailed outline. And if you feel that is overkill change it up the next time and make a more summarized outline. It's all about figuring out what makes you work best.

So what makes a good outline?

An outline ensures that you are creating something that is complete. You start with your idea and then layout the information logically and make sure nothing is missed. This will ensure that you don't leave out any important parts.

So you might start your outline like this.

Main topic

- Subtopic 1
- Subtopic 2
- Subtopic 3
- Subtopic 4
- Subtopic 5

And at this point you probably just wrote out your subtopics without putting them in logical order. So once you have everything laid out that you want to organize that content into logical steps or a logical order.

And then you could break down your subtopics into smaller pieces. And similar to what you did with your subtopics you will organize that content into logical order.

Then you have this:

Main topic

- Subtopic 1
 - item 1
 - item 2
 - item 3
 - item 4
 - item 5

- Subtopic 2

- item 1
- item 2
- item 3
- item 4
- item 5

- Subtopic 3

- item 1
- item 2
- item 3
- item 4
- item 5

- Subtopic 4

- item 1
- item 2
- item 3
- item 4
- item 5

- Subtopic 5

- item 1
- item 2
- item 3
- item 4
- item 5

Finally, once you have everything laid out you will add in things such as your introduction, conclusion, about you, etc. I often will even add homework sections to my outlines if I know I will be including them in my final product. This will make it easier for me to add in those sections.

What to do if you struggle to create your outline

If you are having troubles getting your outline put together brainstorm on the topic like you did earlier. Do a brain dump on the topic. Then you can formulate your outline from the topics you come up with during your brainstorming session.

One really simple way to create an outline is figure out roughly how many pages you want to write.

For example, let's say you want to write a 50 page ebook.

Write down your main topic you will be covering. Then break that topic down into 10 subtopics. Underneath each one of those subtopics put down 5 points you want to cover. Now you have 50 points you want to cover.

All you have to do now is write roughly a page for each point. Now obviously some things will take more explanation and some will take less but overall that will get you close to the 50 page goal you set.

Then your main topic becomes the title. Your subtopics become modules or chapters. And finally your bullet points become sub-headings within your content.

Here is an outline template for a 50 page ebook

Title

Legal Disclaimer

Table of contents

Introduction

About the author

- Chapter 1
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 - item 1
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- Chapter 9
 - item 1
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 - item 3
 - item 4
 - item 5
- Chapter 10
 - item 1
 - item 2
 - item 3
 - item 4
 - item 5

Conclusion

Editing and Reviewing your content

When you write the first draft of any type of content you want to focus on writing and getting your ideas out. It's important not to focus too much on spelling, punctuation and

overall editing. When creating your first draft you essentially want to get out all your ideas and try to structure them in a reasonably logical manner. If you wrote a good outline that second part is probably already accomplished.

It's very important at this stage to just get the ideas presented and don't sweat the small stuff just yet. First and foremost, you want to focus on providing quality information. The editing and fine tuning can come later.

After you get the first draft out you should go back and review your content and really start to break it down. At this point, it might be helpful to read everything out loud to try and catch mistakes. When you do that this you will notice errors and quickly fix your mistakes. It will also help you ensure that your content flows in a manner that isn't confusing. If you're running into trouble as you read it, chances are your readers will too.

Once you get everything corrected it is wise to go back and read it again just to make sure you caught all your mistakes. In this stage you might also find it useful to rearrange things to make them flow better and possibly even remove filler content that is not adding value to the content.

The most important things to focus on when reading your content is the quality of it. You don't want to get caught up in word count or how long content is. It's more important to focus on the value you're providing and make sure that you cover all the points that you originally outlined.

Multi-purposing content

Now one thing I've talked about in this training is how content should be stripped from the top down starting at your high and offers all the way down to your smaller pieces of

content like articles. And one thing that I want to mention as well is that your content does not have to be completely exclusive.

What do I mean by this?

You can take content from your products and turn it into articles. Well obviously you don't want to go overboard and give every single thing away from your product on your blog and articles but you can definitely use some of it. And to make things even better you can change it to make it more appealing to a blog reader.

And when you do this you are going to attract targeted traffic. Targeted traffic that is interested in buying the products that you are creating because they are interested in the content that you pulled directly out of one of your products.

And you might be thinking right now there's no way that I can do that and reuse content like that but you have to think about it this way:

When people buy a product they are paying for a complete and organized package. They are getting information organized in a logical manner to help them achieve something, overcome a task, or flat out entertain them.

Some people will want more and some people will want things organized in a logical step by step order and those will be the people that buy your products. For others they can piece together as much as they can from free content. But it's also important to know that you aren't going to give everything away in the content you create some of it will remain exclusive to your products.

But I certainly don't want you to think that you can't multi purpose content. Also, you could take your product outlines or pieces of your products and put them in a totally different format. Maybe you take your outline and take some of the key topics and

record YouTube videos for them. Or maybe you take some of those same topics and create a podcast for them.

Repurposing content

The process of repurposing content is based around using the same content in different contexts. Meaning that you might have one article that becomes a part of many different pieces of content you create. Let's break down an example.

You start with one 500 word article

This article could be a simple solution to one of the problems people face in your niche.

From that article you could turn that into a presentation with something like PowerPoint or Google Drive.

You could then take that presentation and turn it into a video where you record audio of yourself going over the content of the slides.

Now you could take that same article and make it one page or one section of a short report or lead magnet that you used to obtain leads on your website.

That same article could also become one page or section of a product.

So think about this...

As of right now you started with just one article. From the article you created a presentation, a video, a section of a lead magnet or report, and a page or section of a product.

Now think of all the separate places you could distribute that content. How many different video sharing sites like YouTube and Vimeo could you get your video on. How many social media websites could you post that same video on?

How many doc sharing sites could you post your presentation on? How many social media accounts could you post that same presentation on.

How many article directories could you have that one article posted to? How many blogs could you have syndicate that one article? Or what about adding it to your own blog or own web properties that you have? Then how many different social media accounts could you share that one article to?

How many different places could you share your short report? How many doc sharing sites could you get it on? How many places could you post a link to your squeeze page to download that free report to acquire leads? Think of places like forums, other blogs, Facebook pages, Facebook groups, and any other type of community. How many different social media sites could you share your short report and lead magnets to?

I hope you are starting to see just how powerful this method can be. One simple article can turn into a massive amounts of opportunities to acquire leads and customers. Not to mention the power that this method can have when people search your specific niche and find your content all over the web. If your content is discovered all over the web on multiple sites for the same topic who do you think people will see as the expert?

The formula to great Content

If you have struggled to write content in the past or are just looking to write better content it's all about mindset. So many people treat content like a job and write like a robot. They create content that looks like it was written by a machine.

You have to shift your mindset. When you write content don't just write another article. Put thought in it that engages people and gets their attention. After writing your content spend five minutes thinking about your target audience and what you can do to improve your article or product to further engage them or take your desired action (your purpose).

I like to find 1 takeaway or aha moment my audience can take away from everything that I write. That is my way of making my content life changing and impactful for the reader. I encourage you to do something similar with every piece of content that you write. Over time you will find this making writing easier for you and better for your reader. In doing this you will enjoy the writing process much more.

How to write content that gets people to take action

We said that our content has to have a purpose and that purpose usually involves getting the reader to take action. So with that in mind let's discuss how you can create content that gets people to take action.

This is all about how to write content that gets people to take action, click your links, and buy your products.

Headlines - Getting people to read your content

It is important to note that headlines are in all type of content. When we think of the word headline we think of maybe an article or title for a blog post or even a title within a magazine. But, it's more than that. For example, when writing an ebook your title would be the headline. When writing an email the subject line would be a headline.

Arguably your headline could be the most important factor of your content. Now I would debate that and say that if you don't have great content to backup the headline up it

doesn't matter. In my eyes, the content is more important but...without a great headline no one is going to read the content.

The Hook

Once someone reads your headline you have a very short period of time to pull them in and read the rest of our content. I refer to this as the hook. Your hook is what gives them a reason to keep reading.

Some of the best hooks you can create involve telling the reader exactly what they are going to get out of your content. And doing it in a way that makes them excited and curious. This could simply be an overview of the things that you will be covering within your content but remember you are trying to sell them on reading the rest of your content. So make it count when you write your hook.

Building excitement

A big part of great content is keeping things exciting for the reader. An easy way to do this is not give away everything right from the beginning. You want to keep them on the edge and engaged to read the rest of your content.

Think about it like this, a good storyteller will drag the story out. If they gave everything away right in the beginning people won't continue to listen. By slowly building the story you can keep people engaged and get them to keep reading.

Being helpful

One of the best ways to keep people reading is just being helpful. Remember people are reading your content to benefit them. When you are helpful they will often keep reading your content. Always think about the needs of the reader and fulfilling those

needs as you write your content. This will ensure that you are writing helpful content that the reader wants.

Deliver the offer

At the end of the day it's all about getting them to take action. Where can they get more great content like this? Where can they get a step by step blueprint to accomplish this task? Where can they get done for them templates that helps them achieve this goal. Where can they get coaching for this?

You are either sending them to an offer (product or affiliate product, a place to join your email list, or somewhere with more engaging content to further establish a relationship with them).

Writing content for your blog

Before we even go into detail into writing great blog content I want to say this.

REMEMBER: Consistency is key

Although I will be giving you a formula for creating great content for your blog know that you should focus more on the aspect of writing content. If you go over every single blog post thoroughly and edit like crazy you will spend more time doing those tasks than writing awesome content.

When we blog we are trying to get our ideas out and grow our blog. Its unfortunate, but the thing is..... we try so hard to push out content that we forget the essentials of making a blog post the best it can be. And remember we are writing our blog posts for a

purpose. In order to create content that fulfills that purpose we need to establish a formula for creating great blog posts

With this formula you will learn how to:

- Create an appealing title for your blog post
- Create content people will share
- Optimize your blog post for search engines
- Properly format your content
- Use images and media to enhance your blog post

So how do we write the perfect blog post?

The hardest part of creating the perfect blog post is actually getting started. You need to have a solid idea that will generate value for your readers and accomplish your purpose. To get things started with any blog post I draft a simple title that conveys the message of what my blog post will be about. I don't focus on being catchy or writing perfect copy for my title at this point. It's all about getting your idea on paper to get your blog post started.

Once I have my topic selected it's time to create a blog post outline. This outline will serve as the skeleton or bones of my blog post. This outline will do a number of different things.

- First of all it will lay out all the things I want to cover in my blog post
- It will allow me to organize things in a logical manner that makes sense

- I will be able to review my outline and make sure that I cover everything that is necessary, and provide the answer my readers will be looking for
- It will generate ideas. I won't be staring at a blank screen trying to type the next great blog post

Blog Post Title

It starts with the title. According to Brian Clark at Copyblogger "On average, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest" This means that it really doesn't matter if we write the perfect blog post if no one is going to read it!

You have to nail it with the title of your blog post There are some important elements your title should include in order to make it irresistible. The perfect title for your blog post will have the following ingredients:

- Curiosity
- Trigger words
- Expectation
- Value

If you can make your reader curious with your blog post title they will be inclined to click to read more. Trigger words position your title to seem more valuable. Good copywriters use trigger words a lot in their titles. If you want good examples of trigger words check out the titles of product posts in the Warrior Forum WSO section. You will see a lot of trigger words used such as:

- sizzling hot
- simplest

- instant
- rave reviews
- autopilot
- improved

Also, take a look at your email inbox. What emails are people sending you that get you to open up? What are people posting on social media that catches your attention? These things can be great inspiration for blog post titles.

Writing solid titles is the first step to creating the perfect blog post.

Blog Post Opening Image

If you want to write the perfect blog post you need to learn to use some copywriting tricks employed by the pros. There is psychology that backs the fact that you can get more people to read your entire piece of content if you can get them through at least the first few sentences. So to capture your reader with those first few sentences I like to use a blog post image.

To make this work I like to use what I call an opening image. With this image you will align it left or right and wrap your text around it. This will allow you to cut down the width of your opening few lines to a smaller size. This will put more focus on those first few lines which will lead to more people reading your content. Using an eye catching image will also help you reel them in.

Tricky, but very effective.

Blog Post Introduction

In your opening paragraph or introduction you want to make sure you highlight your key points and make it obvious what people will get out of your article.

Have I mentioned you have to let the reader know what's in it for them ;)....maybe I mentioned that a couple times by now.

Your title catches the reader's attention while your introduction hooks them into reading your entire blog post. People are busy and don't want to waste their time. It's important that you prove early on that you have what they are looking for. Your title made them curious so your introduction should feed that curiosity with what they want to know. Tell them exactly how your blog post will solve the problem they came looking to answer.

The Body Of A Blog Post

The body of your post is where the meat is. The things you highlighted in your introduction will be discussed in depth in the body. I find it best to break out the body section into sections aligned with the key points you identified in your introduction. If you followed my advice of creating an outline for your blog posts than you will be filling in your outline at this point.

The skeleton you originally created will now be filled in. In the body it is key to present the facts and provide all the research you have done for your blog post. Answer all the questions your readers came for. Fill it in with the details they need.

In this section you will also answer the common questions of who, why, where, when, what, and how. In the body of your article you also want to link to relevant content and

provide resources for your research. Providing verified information gives your blog post validity especially if it is from a high-quality source.

Using Images And Media To Enhance Your Perfect Blog Post

We are in a image sharing age. That is why social media platforms such as Pinterest and Instagram have become so popular. Also, think of how many images are shared on Facebook. How many memes are going viral. How many YouTube videos are being watched and shared. Images and media can have a profound effect on clickthrough rates to a blog post.

A good image can truly attract readers just like a solid title will. A good image will get people's attention. If you combine that with an awesome title you will get a ton of click-throughs as the image will get their attention and the title will build curiosity and pull them in.

Blog Post Call to action

You're writing your blog post for a reason. It could be to grow your audience, gain email subscriptions, grow your business, etc. Regardless of what your goal is, you have a goal that you are setting out to achieve by writing content on your blog. This is why you need to use a call to action or multiple of them to get your readers to take action.

There's much debate to say how often and where you should put your calls to action.

The important thing is that you are using them. I like to include them within my blog post and certainly at the end of my blog post.

Throughout my blogs you will see highlighted boxes with calls to action. Something similar to what you see on my blog at authoritypowered.com. It looks like this:

I also want to point out there are also many different topics you can create products on that support your specialties. for example although I focus on product creation, blogging, and affiliate marketing I could also easily create products on things like traffic and SEO. Because those things support the specialties that I'm teaching in. I tell you this to say their are many overlaps even when you choose a specialty. This allows for growth and more lead opportunities.

Start building a real business today with the [30 Day Blog Launch Blueprint](#)

Research to become the expert in your niche

That's right. Research is a powerful tool at your disposal if you want to become an expert on any topic.

They're basically two thoughts here:

The call to action in the middle of my post might be a link to a software that I mentioned in my blog post. It could be a link to a product like you see above. It could also be a quote that I use that I asked my readers to share on social networks.

At the bottom of my post I definitely want to include a call to action. If the reader has made it this far you have certainly made a connection with them and you want to take advantage of that connection by using a call to action. If you provided them with great value in your post there's a better chance that they will be more motivated to take action

on something you are telling them to, such as subscribe to your mailing list or checking out your latest product.

Blog Post format

Having a good format is part of writing the perfect blog post. There are a number of different ways to layout your content. There are certain pieces we want to keep in place with almost every post such as your opening image and your ending call to action. However, it is important to note that different content calls for different formats and layouts. Lets take a look at two high quality blog post formats.

Layout 1

- Post Title
- Opening image aligned left or right
- Introduction
- Body
- Top Tips for main keyword
- Conclusion
- call to action (could be a link to a product, asking for a subscription to your list, asking for social shares, etc.)

Layout 2

- Headline Opening image aligned left or right
- Introduction
- Subheading
- Body 1

- Call to action 1
- Body 2
- Conclusion
- Call to action 2

As you can see, this blog post format is slightly different. Both have a lot of similarities but are also different from one another. Find what works best for your content and remember that not all content will be presented the same way.

Creating Lead Magnet Content

In order to get someone to subscribe to your email list you are going to need to give them an enticing offer. Gone are the days you could put up a web form that says sign up to get my updates. People value in return for giving you their email address. So before you move on you need to have an enticing offer.

What constitutes a good free offer, free download, ethical bribe?

There is no question that offering a free download in exchange for an email address is going to increase conversions. Plain and simple somebody is more willing to give you their email address if they're getting something useful in return.

There is always the question of what you should give. Should you give away ebooks, a training course, a free video, a small report, a free tool, a sneak peek to a training course, etc.

Everyone has their opinion and idea of what's best. I want to give you my take on it and what has proven to work best for me. But before I do that I want to take things from a reverse angle.

What shouldn't you be giving away?

I'm going to go right out and say it and say that those of you who are giving away a full-fledged ebook or training course are giving away too much. When people come to your squeeze page they want something that they can consume quickly, something that they can put into action right now. When you give away entire ebooks or training courses most people are not going to complete it or implement the teachings inside it.

Now that we know what not to do let's talk about what you should do. People want something that they can consume quickly and put into action right away. That is why on my squeeze pages you will find free guides or free reports almost every time. I give them something they can consume quickly and start taking actionable steps with and get value from right away.

Now you may say... no way free reports are overdone or people don't value them like they used to. That's why I use a very special formula to create my free reports and guides that give people the most value possible.

Here is how it works:

Find the biggest problem or need facing your niche. Give them the exact steps they need to overcome that problem or need from a high level overview.

This overview should be motivating and thought provocative.

Here's the kicker...

Finish the report with two or three actionable steps that they can act on right now. Steps that will get them excited to take action and overcome their problem or achieve their goal.

Here Is Why This Works

- Its content that they can easily consume
- They're given a method that works
- It motivates them to take action
- They have actual steps that they can put into place right now

You see, we're giving them a method that works. A proven method that works a matter of fact. Its up to them to put the pieces together and make it work and some people will certainly do that. And other people will want help.

These are the people that are going to stay on your list and buy your products. If you have done a great job theming your squeeze page to match the products you are offering you can hit a homerun with this method.

Creating Content For Products

When creating content for products it is best to start by listing out the features and benefits of your product. You might be asking “Why, won't I do this when I create my sales letter?” One of the greatest tips I ever received was to write your product sales letter first.

Right now you don't have to write your entire sales letter but I believe there is something amazing that happens when you write your product features and benefits first. When you write your product benefits you are making sure that you will hit every single key point you want to hit in your products. **Without doing this first you will often leave out one of those major benefits or aha moments in your product.**

Doing this before you create your product will set the tone for the entire project.

How to write your product features & Benefits

First of all, it is important for you to understand that a benefit is not a feature. A benefit is typically the result of a feature.

For example: A sample feature in a list building product might be:

Feature: “A done for your squeeze page”

A corresponding benefit to that feature would be:

Benefit: “So that you have a high converting squeeze page without all the guesswork.”

So if you put that all together you have:

Feature & Benefit: A done for your squeeze page so that you have a high converting squeeze page without all the guesswork.

So start by listing all the benefits you will have in your product.

Write Your Product Introduction

Now you will create your product introduction. The purpose of the introduction is to give your products “Big picture idea.” Start by answering these questions:

What is the end goal or result of using your product?

Why is that end goal important to your customer?

Now, back up your big picture idea or end goal with proof, or statistics. Write those out.

Note: Your introduction can be as short or as long as you feel necessary. I am a very to the point kind of person and personally don't like long introductions so I keep them fairly short. But you should play to your audience, what does your target customer desire or expect? Play to your customers needs. *Make sure you get them excited about why your product is important and give them clarity of the end goal.* If you can do that in your product introduction Mission Accomplished!

Organize And Fill The Gaps

Organize your product features/benefits you created in step 1 into the order in which they should be completed and/or presented in your product.

This will allow you to see your product as a whole in a logical order. Once you have everything in the right order look for things that are missing that would make it a complete product. Sometimes when you create your product and benefits you will leave

out some essential steps in the complete process. (Usually the not so exciting steps or information that is necessary to your product but not a sales point.)

Now list your features/benefits you created earlier in logical order along with any additional steps you need to have a completed product now.

Create Your Product Outline

In this step we are going to expand the list you created in the last step into a full product outline. You will take that list and write an additional 5 to 10 bullet points under each one.

Tip 1: If you are creating an eBook you can plan to create a set number of pages with your outline. For example: If you had ten features/benefits and 5 bullet points for each you could expect to create a 50 page book. 1 page for each bullet point you create. And each feature/benefit would become a chapter.

Tip 2: If you are creating a video course your outline could be used to create slides for a slideshow.

Tip 3: Your product outline could be used as a getting started guide, overview worksheet, or even converted into a checklist. All which could add a lot of value to your product or used as product bonuses!

Decide Your Product Format

Okay, so by this point you should have a solid outline in place for one of your products ready to go. The process I'm going to teach you right now is going to be the same process that you will go through on every single product that you create.

So at this point it's about deciding which format you are going to make your products. Some ways are going to be pretty fast while others are going to take you some time.

The most common formats for information products are:

- video course

- eBook/report/guide
- Audio
- Information site

Video Training - Video products are one of the most time-consuming methods. If you're going to do a video course you're going to have to either record your screen as you show people how to do something. Or, you have to create some type of presentation to present to them as you teach them through audio.

This can be a lot more time consuming because you are working with multiple types of media and making sure that everything is synced up, looks good, and you have editing time included. Also, video files are big and they can take a long time to render, upload and download so you have to factor that in as well.

Text - Creating an eBook, a guide, or a report can also be pretty time consuming. Especially if you write it from scratch. But if you are creating content like encouraged you to earlier in this guide you should be able to knock out quality ebooks pretty fast.

Audio - Audio can be a very fast way to create a product because you can simply start with an outline and record yourself as you teach. The one problem that you will run into with audio training's is that a lot of people are not a big fan of audio. People typically want videos or reports for some reason. While I love a great audio course a lot of people don't.

Information site - Is typically made up of combination of the above three or one of those methods.

Creating each format is a similar process but each method has its pros and cons as mentioned above.

Creating Your Product

Now you have a choice. With your outline you can write a bunch of text next to each bullet point to create a book or a guide. Or, you can take those topics and record videos or audio.

Then it is as simple as sharing your expertise on those topics and formatting it into a nice packaged product.

Audio

If you're recording audio it's as simple as grabbing a mic and recording yourself talk over one of those subjects.

Now, if you are someone that struggles with words and thinking off of the top of your head you might be best to actually write out the script word for word. And in that case you might consider creating a report or ebook instead since you will have to write it out anyways.

eBook/guide/report

If you're going to write an eBook, a guide, or report then take each feature/benefit and make that a chapter and each bullet point a page of content. (Adjust as necessary).

Video Product

Video can be a little bit more tricky. If you're doing a screencast or just recording yourself talking it can be fairly simple. However, if you're going to be recording yourself talk while playing a presentation it can be a little bit more difficult.

You will want to take your bullet points and make those slides on a presentation and then record yourself as you present it. And this would just simply be recording your screen running the presentation as you talk through it.

Finish Your Product

In this step you will now want to conclude your product (This is very important). To conclude your product you will want to first summarize what you have covered in your ebook, audio, or video training.

Next, you want to highlight any key points your audience should takeaway from your product.

Finally, this is the point when you want to encourage your customers to take action.

When you create a product you should focus on getting results for your customers. If you can get results for your customers than you are succeeding as a product creator.

When your customers get results they will trust you, buy from you again, invest in your coaching programs, and spread the word.

That is powerful!

Bonus tip: Another great way to utilize your conclusion to your product is referring your customers to where they can get more help.

Have a coaching program? Link to it in the conclusion.

Have another product your customers could benefit from? Link to it.

Email Content

There are essentially two kinds of email content. Content emails which establish credibility and trust and then promotional emails where you are selling something to your list.

Content emails are exactly that. You are giving them something valuable with no promotion. These are the type of emails that you send that are similar to articles or blog posts but they are more personalized as they are in email format.

The key with all email content is keeping it relevant to what they signed up for in the first place.

Your email sequence

Email content for buyers

What I recommend that you do for your first couple emails is send out some content and some introductory information about you and/or the content they purchased from you.

The way you acquired someone for your list is going to give you some direction for that content.

As an example: If you released an ebook on how to make money with video marketing.

In your first email you are going to welcome them and say thanks for buying your product. You're going to let them know you are going to give them some more awesome content in the coming days on video marketing. And you are also going to include a link to download their purchase.

It is as simple as that.

This gives them the impression that they are a valued customer, you told them where to get their purchase if they haven't got it yet and you told them to expect some great content on the topic in the near future.

In your second email the day after that you can send them some additional content. This content can be in any format you prefer but the *key thing is that you are giving them more value and building that relationship even further.*

Now you can just simply write them an email with a few more tips about your topic. In this example you would give them a few tips on video marketing that you haven't covered in your product or you could expand on the content in the training they have already purchased. It doesn't have to be anything mind blowing. Just give them some additional value that is going to help you establish that relationship with them.

Remember, this can be in any format you prefer. Instead of a complete email with all the tips you could send them one paragraph or couple of sentences that sends them over to your blog or to a Youtube video you created giving them some additional tips.

It doesn't matter what it is that you are sending, what does matter is that you are giving them some good content that is highly related to the product they purchased from you. You are building that relationship that is going to help you tremendously when you start sending out promotional emails later.

Email content for free subscribers

It works the same way if you are building your list with free content. Maybe you are giving them a free report or a free video training on a particular topic. You follow the exact same procedure. You give them that first welcome email that establishes credibility and tells them where they can grab their free download if they haven't already downloaded it.

And again the next email would build on what you gave them in the free report.

Remember to keep your content emails personal. Email is personal. Write your emails as if you are emailing a friend. That makes it easier to personalize it.

Promotional Emails

Now I want to breakdown a promotional email step by step starting from the very beginning and going through the entire process of writing a great promo email.

As I go through this things might seem a little bit out of order than what you might be used to or if you visualize the process of writing a promo email. This is because we aren't going to start at the subject line and work our way down to the close. There is a very specific order that we write our promotional emails to get awesome results.

So keep this in mind as we go through the training.

The first step in the process is choosing your angle. So before you even think about writing your promotional email you want to come up with that angle you are going to use for your promotion.

Once you have done that it is time to start crafting your promotional email. I don't like to start with the subject line. I like to write the content first and then focus on an appealing headline later. I don't want to rush through the headline to start my email because the headline is what gets people to open your promotional email.

What we will do is write our content first and then we will come back to the headline afterwards. This also makes it easier to come up with a great headline because you will be 100% focused on it and you have content to work from and generate ideas from.

So once you choose your angle it is time to start crafting your promo content.

Now, please remember we are trying to set ourselves apart from other marketers. Since you have already chosen an angle to use for your promotion you are already moving in the right direction. But let's take it one step further.

Most people are just writing a few sentences on features and some bullet points and doing the same kind of thing. But you can take your angle and start forming small stories for your content. Now I am not saying you have to be extremely creative with amazing stories. But use simple stories using your angle. This will make for a nice flowing email that is going to get people excited to read it and excited to buy through your link.

And since you already have an angle for your email writing a short story will be much easier.

Lets look at an example.

In this case I will be using the personal angle. In this example let's say you have some type of relationship with the product creator that you are going to share in your promo email.

You could go in there and craft a nice message about how you have purchased one of their products and how it has helped you overcome the problem the product solved. And you could really get personal with it. You could say how that person's product changed your life or your business. Get really personal with it.

Then your transition into the sale.

"And (name of product creator) just released their next powerful training on (product topic). I just picked up my copy today and this new product has some great strategies in it that I will be implementing into my own business. I highly recommend you give this training a shot"

So lets recap.

You give them the story and then you transition into the sale. Note that I also mentioned that I also purchased the training and got value out of it. This shows that you are not just promoting products. This shows that you are recommending things that you have personally used and believe in. And combining that with your personal story can really provide a lot of credibility to your promotions.

Now lets take the feature angle with software example about how to add graphics to videos. You could craft a story out of this as well.

It might read something like this:

Hey there, I hope you are doing well today!

I just grabbed this new software today that is pretty awesome and wanted to let you know about it. I have been big into video marketing for a while now but one thing that I have really struggled with is creating nice looking videos with great looking graphics.

With this new software it has really changed the quality of my videos. I am now creating professional quality videos. And the best part is it has made my life easier as it is extremely simple to add in these high quality graphics.

If you want to make professional videos too I highly recommend you take a look at this software.

>> You can grab your copy right here

To your success,

[Sign Off]

And I am sure you can see that this is much different than just talking about the features of the product. You are actually tying a feature into how it has personally helped you using a simple short story. People will relate to this kind of email much better than one that is bullet points of the features. And not only will they relate to it better but they will convert better :).

Call to action

Since we just discussed the promotion aspect of promotional emails let's dig a little deeper into the call to action. This is what gets people to click your links so its very important that we talk about it.

The call to action is all about getting people to click the link. So first and foremost it is very important that we bring the subscriber's attention to the call to action. There are many different ways to do this but I want to give you the two things that have had the best results for me.

First and foremost I bold every call to action. This makes the link stand out and looks good when you bold the link and get that bold dark blue link text.

The other simple thing that I do to every call to action is include a couple characters that draw attention to it such as:

>>

So you put the two arrows a space and then your call to action text.

It sounds simple but these two simple tricks draw a lot of attention to the call to action. Some people put multiple arrows on both sides, make their call to action a header text and just go overboard with things.

I don't like do this as I find it to actually be too busy. I like to be a little more passive with it but still draw attention to it.

Here are some good call to action examples to get you going:

>> Get my proven formula here

>> This is a must see!

[>> Check out this complete system](#)

[>> Grab It While Its Still Available](#)

[>> Grab It Now](#)

[>> Click here to get started](#)

[>> Go here to get started](#)

[>> See just how easy it is](#)

[>> Here's the proof](#)

[>> Get Access Right HERE](#)

At this point you have your angle and you have your story. You have also transitioned into the promotion.

Now there are a couple of different things that I want to talk about that are also going to enhance your emails.

The Subject Line

First up, the all important Headline or Email Subject line.

Well now you have your content to work from to create an appealing subject line. This content can give some great ideas.

The key thing that I want to point out here is that you can have the best promotional emails ever but if no one opens them, nobody is reading them, and no one is clicking on your links. That is why the subject line is so important. We have to get people to open our emails.

Different ways to craft subject lines that convert

There are many different types of subject lines you can use to get high converting emails. Soon I am going to share my secret weapon for getting people to open my

emails but...before I do I want to get into some of the things that make people want to open.

Interest - While this sounds like common since so many people don't focus on this enough. This is all about writing subject lines that the people on your list are interested in. Think about the people on your list when you write your subject lines.

What will make the people on your list want to open your email. What benefit will they get by opening your email. How will it help them get what they want?

If you can nail that in your subject line you can have a sure winner.

Curiosity - Want to skyrocket open rates? Get people curious to see what's inside. However, this is one you have to be careful with. As if it is overused people will quickly become blind to your emails. And if you do it too often you will usually make quite a few people angry and your unsubscribes will go up.

I like to use them occasionally to mix things up but not go overboard.

What is a simple way to make people curious? cut off the end of your sentence with a cliffhanger and end it with "..."

For example:

This best method for pulling in big affiliate commissions...
3 Insanely simple techniques for getting targeted traffic...

Another great way to get people curious is asking a question. When you ask a question you get people thinking and then they want to open up and see what your answer is.

Is this the best way to build a big list?

Have you grabbed your copy yet?

Proof - Have some awesome proof or results that are going to excite your prospects? Yes, Awesome! This can be a great way to get people to open up your emails. Hint at the proof in your subject lines and get people interested to see how they can get the same results.

Urgency - Get people moving to take action. Give them a reason to open your email. This can be done when things are time sensitive or there are only a certain number available etc.

This is another one that can get great open rates. Just be careful not to use this one too often as well. If everything is urgent then it loses its value, cool?

For Example:

This product is on a dimesale meaning the price will increase with every purchase
Only available for 24 hours
Early bird pricing [2 hours only]

Statistical/Numbers - For whatever reason we love numbers! When we include numbers in our subject lines it really gets people paying attention. I think the big part of the success while using numbers is based on the specifics of them.

Often times the sales page can give you some great ideas for your email subject lines as an important part of the sales page is to capture people's attention. So this can give you some great inspiration. On the sales page you will have the main headline and the sub headline and often times those two places alone can give you great ideas for your subject line.

Another great place to get inspiration for your email subject lines is the JV page of the product. Most JV pages have swipe files for affiliate to use in their mailings. Now I don't recommend you grab the full email from the swipe files or the full subject lines but they can be use to get some ideas for your own subject lines.

So you take the inspiration from those places and your email content and formulate a subject line that will get people interested in opening up.

With your subject lines you want to keep them short, punchy, and grab people's interest.

I have to say one of my favorite subject lines to use is a simple "How to" subject line. If I am promoting a product about video marketing I might write a headline like this:

How to get the MOST out of video marketing...

or

How to double the amount of traffic you get with video marketing

Or you could even leave out the fact that you are promoting a product about video marketing.

And write something like this.

How to DOUBLE the traffic you get to your website...

This type of headline doesn't deter people who may not be interested in video marketing. And after they see your content they may decide that they could do video marketing.

The How to type message works really well because people want to learn how to do things. Especially when you have built a list of targeted subscribers that are interested in the types of things you are promoting. You are telling them right in the subject line that you are going to show them how to do it.

And once they open your email they will find a link to a product that is going to teach them exactly how to do something they want to know.

Simple but powerful.

And then you have your shocker style subject lines.

Now, I want you to know that I am not a huge fan of these but a lot of people use them with great success.

Subject lines like this

WHOA....you must see this

or

Hey you have to read this NOW...

or

THIS is serious...open up

or

URGENT...you must read this email

That kind of shocking style subject lines. There are many different ways you can put together these types of headlines. But I am personally not a fan of these. Although they get a lot of opens they also get people to unsubscribe. I also find them to be annoying and somewhat demeaning to my audience so I try to stay away from them.

Now that doesn't say that you can't use pieces of them with success. For example: you could use URGENT from that last shocking subject line and still craft a nice more friendly subject line such as:

URGENT...Grab this video creation software before they take it down

Now these are just some basic examples but I'm sure you get the idea.

The biggest thing with subject lines is just delivering what your prospects want. If your list is interested in video marketing then I am going to send them offers that teach them how to get better at video marketing or emails on video marketing tools.

If you're sending your list the right kind of offers then open rates will handle themselves. You don't have to be tricky or sneaky just to get people to open. If you are frequently sending them high quality offers that they are interested in they are going to want to open emails from you.

So the big thing is really focusing on what your audience wants and deliver on that. When you do this simple subject lines work well. The easy how to headlines make it super easy for you to write a subject line and get people to open.

So if you are building a targeted list these types of subject lines are going to convert well for you.

Now I want to move on because I don't want you to get too caught up on subject lines. Focus on grabbing their interest and deliver on what you claim. This will have awesome results.

The Opening Sentence

The very next important element of your promotional emails is your opening sentence. At this point you have your angle, your subject line, your story, and now you want to craft your opening sentence. This is the first sentence in the content area of your email.

This is important because it's going to be the first thing people see other than the subject line. Using this method you can get your reader instantly interested in reading the rest of your email. This day and age we have to capture people's attention fast before they move on.

So you get them interested with the subject line and reel them in with the opening sentence. It is also important to note that the opening sentence is often displayed in the preview of an email message. So your opening sentence can actually build off of your headline and help you get more people to open and read your emails.

Let me give you a quick example of one that I have used. I was promoting a product about affiliate marketing. And the opening sentence of my email said...

Real Proof...Real Results

This was the entire opening sentence and basically what I was referring to is that when they get to the sales page they were going to see some legitimate screenshots of how this method had gotten great results.

This was an easy way to get people intrigued to read it and it as easy for me to write because I got the idea just from taking a quick look at the sales page.

Let's take some other examples:

People think I'm crazy for doing this...

This is the last time...

I didn't see this coming...

Can it really be this simple?

Wish I would have known this before now...

With your opening sentence you want to hook the reader in and get them interested to read the rest of the email.

Basically at this point we have everything ready to go for our promotional email. We just have to sign off and add a P.S. if we want to.

Now here is some advice that I always do with every email I send. When I send an email not only do I want people to recognize me but I also want them to recognize my business as well. So I brand every email as me and my business. So when I sign off an email I say.

To your success,

Authority Powered With William Fletcher

So I am branding my business and my name. I do all that in one shot. You can create a fancy signature that has all your website details etc. but I find this works really well

because it focuses on just me and the name of my business. And people remember that.

When you just sign your name you get lost in the shuffle. Most people don't know who the John is that is emailing them but a name like Authority Powered will ring a bell.

Think about all the emails you get...your subscribers will be the same way. So again you want to make yourself stand out by branding yourself as you and your business.

Alot of my customers don't remember my name at first but they do remember they bought a product from Authoritypowered.com because it is branded on every page of the ebook they purchased or every video they watch.

This is going to give you a slight advantage and get people to recognize you a little more. This is going to get you more opens and reads on every email you send. Especially when you are providing them quality information and products that they want to buy.

So I recommend that you sign off your emails with your name and your brand.

The P.S

Some people claim that the P.S section of your promo emails are the most important section. While I agree that they have some importance I wouldn't go as far as others and say they are the most important. However, I do find them very useful for accomplishing certain tasks.

I find them great to add one more call to action to every email. This call to action could be the same or similar to the ones you have used earlier on in your promo email. That way you are given your reader one more chance to click your link.

Another great way to use the P.S of the email is to create a sense of urgency. Are your promoting a product that is on a dime sale? Are your promoting a limited time offer or a limited copies offer? The P.S section of your email is a great place to put those as it gives them a sense of urgency to buy the product before it's too late or the price increases.

This usually works well because if they have read that far they are most likely interested in the offer you are promoting they just aren't convinced to pull the trigger yet. And sometimes that sense of urgency gives them that final push.

P.S. Examples:

P.S. This is your last chance to get this before he raises the price

P.S. I have to warn you this is on a dimesale

P.S. People are lining up to buy this...price will increase fast

P.S. Check it out before they take it down

P.S. This is on a dimesale...grab it while it's still cheap

P.S. If you act now you are going to get a MASSIVE Bonus package

Conclusion

Thanks for taking this journey into content land with me :). Remember, content is the backbone of any successful online business. So don't wait to start on it tomorrow. Start producing some high quality content today.

Come up with your content creation strategy and take some serious action on it. You will be amazed at the kind of life changing results you can get in just 30 days from now. That's how powerful setting a goal and sticking to it can be.